

# How to buy the most amazing sofa (ever)

By Marc Tremblay for Gee Living

I met a lovely couple last week who have had their sofa for 15 years and quite honestly, it looked like it. "It has to go!" they told me, and I could really feel the desperation in the wife's voice. They have been looking for over two years, everywhere for a replacement sofa. They spent days in West London collecting quotes by visiting the Italian, the French, the American and (of course) the British suppliers. They even tried the "Made in China" sofas, but no purchase was made at the end. They finally found us, by fluke as the husband works in Canary Wharf.

You are probably thinking, "who can take two years to buy a sofa?" with a little blasé look. Well, the story of this couple is so typical. People go shopping, naively over the weekend after grabbing a Starbucks Grande Latte, thinking that they would make a decision, pop down some money and in a few weeks time, they would relax at home after a long day at work on their new sofa. Instead, the number of choices massively overwhelms them.

Who knew that buying a piece of upholstered furniture could be like buying a new car? Options abound, and among the most confusing choices like how to choose a cushion, is fabric better than leather, what colour is the best, straight or corner composition?

After working in design and retail in North America then in the UK, I came up with a logical and practical path to "how to help them choose". First, what do you have at the moment? It is always good to bring details of your current sofa. Knowing that you probably had it for years, you definitely liked it for a reason. I need to know that reason. Second, who is going to use the sofa on a daily basis? Any kids or dinners with friends aroused with red wine? Those are all factors that need to be taken in consideration in the process of choosing what is the best for you. As you won't buy a coupé sport

Porsche when you have 3 kids, I will not suggest a white Nubuck sofa if you are planning to entertain people every week...Logical. Third, do you have pets? No explanation needed. Fourth, what are you going to do on the sofa? Sitting, obviously. That might sound a bit silly but not all the sofas are made for the same purpose. Is it mostly for laying down in front of the television or is it more to have a lovely tea with your formal in-laws when they are in town? Do you need it to be a sofa-bed as well? All these questions change completely what purchase you should make.

And this is only the beginning. Have you noticed that I have not even come to "fabric or leather" yet. Not even close to "what color do you like?". Our expertise at Gee Living is to assure every client that the product they like is accurate to their lifestyle. Remember, you won't change your sofa every 6 months. You better love it.

In our Canary Wharf showroom, we are very fortunate to display a large amount of different style, comfort, and for every budget. We offer leading brands such as Flexform, Calligaris, Arkellio, Leolux, Parada and much more but also, we have our own collection by Gee Living who really gives a sense to our philosophy: Luxury Made Affordable.

On a final note, buying a new sofa is something very personal and of course, you get what you pay for. However, at Gee Living, we are here to make the most of your budget and guarantee your final satisfaction. And don't forget, the acid test is actually sitting on it. You will know if the piece is right for you. For the rest, we are here to advise, design and guide you. So, if you are out there looking for a new sectional sofa, maybe you should come over and talk to one of us.

